

**Listing of Claims**

1. (Previously Presented) An information service system, comprising:
  - a database server that receives and stores information on a plurality of different shops entities within a building predetermined area;
  - a data transmission server at a prescribed location that communicates with a customer's mobile terminal and automatically radio-transmits a first type of information including the information on the shops entities to the customer's mobile terminal when the customer enters ~~into~~ the building predetermined area;
  - an operation server that controls the database server and the data transmission server; and
  - a sudden information data transmission device provided for the shops, wherein the sudden information data transmission device is coupled to control terminals in the shops, is installed within a the predetermined area different from the prescribed location of the data transmission server, and that radio-transmits a second type of information including sudden event information to the customer's mobile terminal when a sudden event is generated by one of the shops, the sudden event information transmitted entities while the customer ~~is~~ remains within a range of said sudden information data transmission device where reception by the mobile terminal is possible, wherein the first type of information is transmitted at different times and through different wireless transmission links than the second type of information.

2. (Original) The system of claim 1, wherein a radio data transmitter/receiver is installed in the data transmission server and the customer's mobile terminal, respectively, for a mutual radio data transmission/reception.

3. (Canceled)

4. (Previously Presented) The system of claim 1, wherein the sudden information data transmission device communicates by a short-distance radio transmission.

5. (Previously Presented) The system of claim 1, wherein a radio data transmitter/receiver is installed in the sudden information data transmission device to support the radio transmission.

6. (Currently Amended) The system of claim 1, wherein the prescribed location is within the building ~~predetermined area~~.

7. (Canceled)

8. (Canceled)

9. (Original) The system of claim 1, wherein the data transmission server communicates directly with the customer's mobile terminal.

10. (Original) The system of claim 1, wherein the data transmission server communicates indirectly with the customer's mobile terminal.

11. (Original) The system of claim 10, wherein the data transmission server communicates with the customer's mobile terminal through a third-party wireless communication gateway.

12. (Currently Amended) A method of operating an information service system, comprising:

determining whether a potential customer enters a building that includes a plurality of shops ~~prescribed area~~;

obtaining general information about a product of a vendor corresponding to one of the shops from a database server;

automatically transmitting the general information between a data transmission server and a customer's mobile terminal when the potential customer enters the building ~~prescribed area~~;

receiving sudden event information from a network of a specified vendor, if a sudden event is generated by the specified vendor; and

registering the received event information in the database server and radio-transmitting the sudden event information from a sudden information data transmission device to the customer's mobile terminal, the sudden information data transmission device coupled to a control terminal in the vendor's shop and being located in an area different from the data transmission server, the sudden event information transmitted when the customer is located within a range of said sudden information data transmission device where reception by the mobile terminal is possible, ~~by controlling a respective sudden information data transmission section,~~ wherein the sudden event information is transmitted at different times and through different wireless links than the general information.

13. (Previously Presented) The method of claim 12, wherein the data transmission server transmits the general information to the mobile terminal by a wired or a radio medium.

14. (Previously Presented) The method of claim 12, further comprising receiving customer information, regarding the mobile terminal, with the data transmission server while transmitting the general information to the mobile terminal.

15. (Original) The method of claim 14, wherein the customer information comprises at least one of a phone number of the mobile terminal and an Internet Protocol (IP) used by the mobile terminal.

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Original) The method of claim 12, wherein the data transmission server communicates directly with the customer's mobile terminal.

20. (Original) The method of claim 12, wherein the data transmission server communicates indirectly with the customer's mobile terminal.

21. (Original) The method of claim 20, wherein the data transmission server communicates with the customer's mobile terminal through a third-party wireless communication gateway.

22. (Currently Amended) A method of operating an information service system, comprising:

confirming entry of a customer into a building containing a plurality of shops;

automatically obtaining information from a mobile terminal of the customer regarding the mobile terminal when the customer enters the building, and registering the obtained information in a database server;

awaiting a sudden event from a vendor in the building; and

obtaining sudden event information and transmitting the obtained sudden event information to the customer's mobile terminal, in the building, when the sudden event arrives from the vendor, wherein the sudden event information is radio-transmitted to the customer's mobile terminal, located within a range where reception by the mobile terminal is possible, by controlling a respective sudden information data transmission section installed within the building, wherein the sudden event information is transmitted to indicate a sudden sale occurring in the building, and wherein the sudden event information is transmitted over different wireless links than planned event or basic information are transmitted to the customer's mobile terminal.

23-34 (Canceled).

35. (Previously Presented) The system of claim 1, wherein the sudden event information includes a short-term discount selling or issuance of discount tickets.

36. (Previously Presented) The method of claim 12, wherein the sudden event information includes a short-term discount selling or issuance of discount tickets.

37. (Previously Presented) The method of claim 22, wherein the sudden event information includes a short-term discount selling or issuance of discount tickets.

38. (Canceled)

39. (Currently Amended) The system of claim 38, wherein ~~the sudden information data transmission devices is located at one of a plurality of shops in a building and the data transmission server is located at~~ an a location entrance into the building.

40. (Currently Amended) The system of claim 1 ~~[[38]]~~, wherein the database server receives a selection signal from a store manager indicating a type of said stored information.

41. (Previously Presented) The system of claim 40, wherein the stored information is basic information or event information of the store.

42. (Previously Presented) The system of claim 1, wherein the first and second types of information are transmitted through different wireless links which conform to a same short-range communication protocol.

43. (Previously Presented) The system of claim 42, wherein the mobile terminal includes a wireless communications port for receiving the first and second types of information through the different links and an antenna for receiving calls from a mobile communication network.

44. (Previously Presented) The system of claim 43, wherein the short-range communication protocol is a Bluetooth protocol or an infrared (IR) protocol.

45. (Previously Presented) The system of claim 1, wherein the operation server confirms a location of the customer's mobile terminal through manipulation of the data transmission server by the customer.

46. (Currently Amended) The system of claim 1, wherein the mobile terminal is a mobile phone and wherein the operation server continuously receives information derived from reception by a mobile communication network of a pilot signal from the mobile phone to confirm ~~confirms~~ a location of the customer within the building, said confirmation serving as a



~~pre-condition to transmitting the sudden information to the mobile terminal~~ customer's mobile terminal based on a signal transmitted in response to manipulation of the mobile terminal by the customer.

47. (Previously Presented) The system of claim 1, wherein the data transmission server automatically radio-transmits the first type of information in response to a customer request for the first type of information.

48. (Previously Presented) The system of claim 47, wherein the customer request is made based on the customer's manipulation of the mobile terminal or the data transmission server.

49. (Previously Presented) The method of claim 24, wherein said request is generated based on customer manipulation of the mobile terminal of the customer or a data transmission server in the building.

50. (New) The system of claim 1, wherein the sudden information includes a sudden promotional or sale event beginning in one of the shops, and wherein transmission of the sudden information is initiated after a confirmation has been performed indicating that the customer has entered and is still located in the building.